



# U.S. Army 2005 MWR Leisure Needs Survey



**Yuma Proving Ground  
Arizona**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Yuma Proving Ground

## □ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## □ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ NEXT STEPS

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

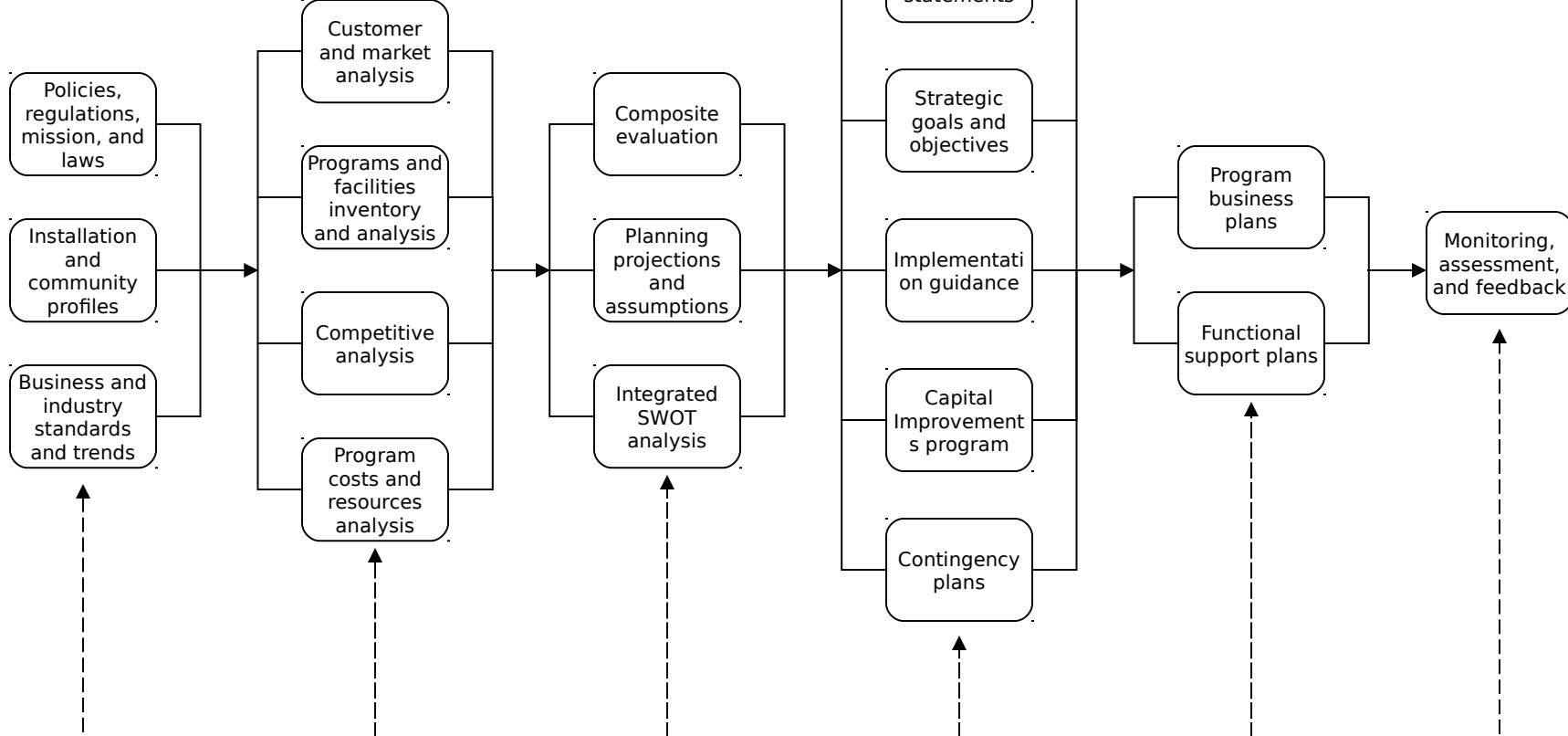
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

## Yuma Proving Ground

### I PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,285 surveys were distributed at Yuma Proving Ground



### I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

## Yuma Proving Ground

### □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Yuma Proving Ground

### I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Amy:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Yuma Proving Ground:					
Active Duty	127	151	28	18.54%	±16.35%
Spouses of Active Duty	79	91	4	4.40%	±47.74%
Civilian Employees	1,672	779	144	18.49%	±7.81%
Retirees	279	264	64	24.24%	±10.75%
<b>Total</b>	<b>2,157</b>	<b>1,285</b>	<b>240</b>	<b>18.68%</b>	<b>±5.96%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

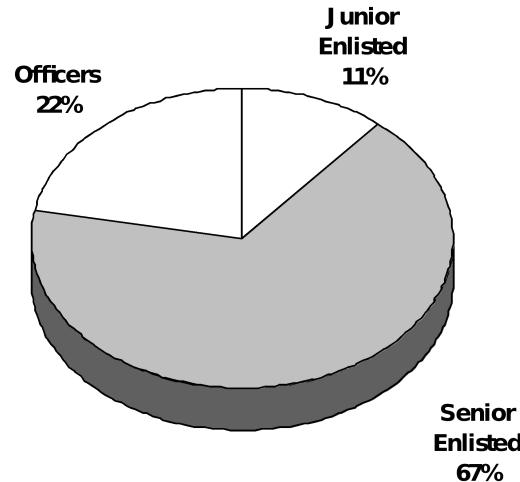
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

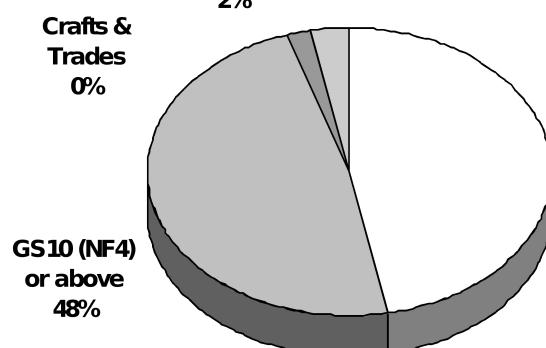
### ACTIVE DUTY

(n = 27)



### CIVILIANS

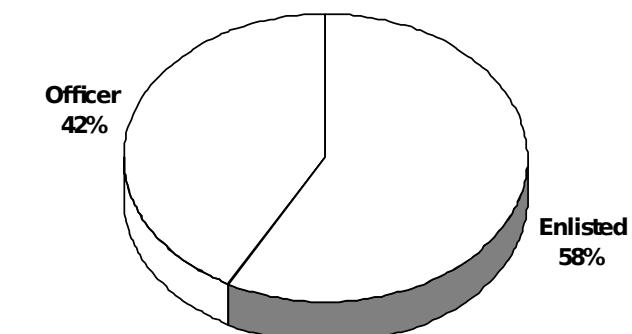
(n = 140)



GS9 (NF3)  
or below  
47%

### RETIREES

(n = 45)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## Yuma Proving Ground

### PRODUCTS

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

### PRODUCT DISTRIBUTION

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT YUMA PROVING GROUND

Yuma Proving Ground

## MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	58%
Fitness Center/Gymnasium	50%
Library	33%
Bowling Center	28%
Athletic Fields	25%

## LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	3%
Army Lodging	6%
Post Picnic Area	9%
Arts & Crafts Center	10%
School Age Services	10%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT YUMA PROVING GROUND\*

Yuma Proving Ground

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Army Lodging	4.75
Child Development Center	4.52
Library	4.48
Multipurpose Sports/Tennis Courts	4.44
Athletic Fields	4.30

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Car Wash	2.95
Outdoor Recreation Center	3.56
Arts & Crafts Center	3.98
Post Picnic Area	4.05
Automotive Skills	4.09

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT YUMA PROVING GROUND\*

Yuma Proving Ground

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Army Lodging	4.41
Child Development Center	4.38
School Age Services	4.35
Youth Center	4.32
Bowling Center	4.28

## FACILITIES WITH LOWEST QUALITY RATINGS\*

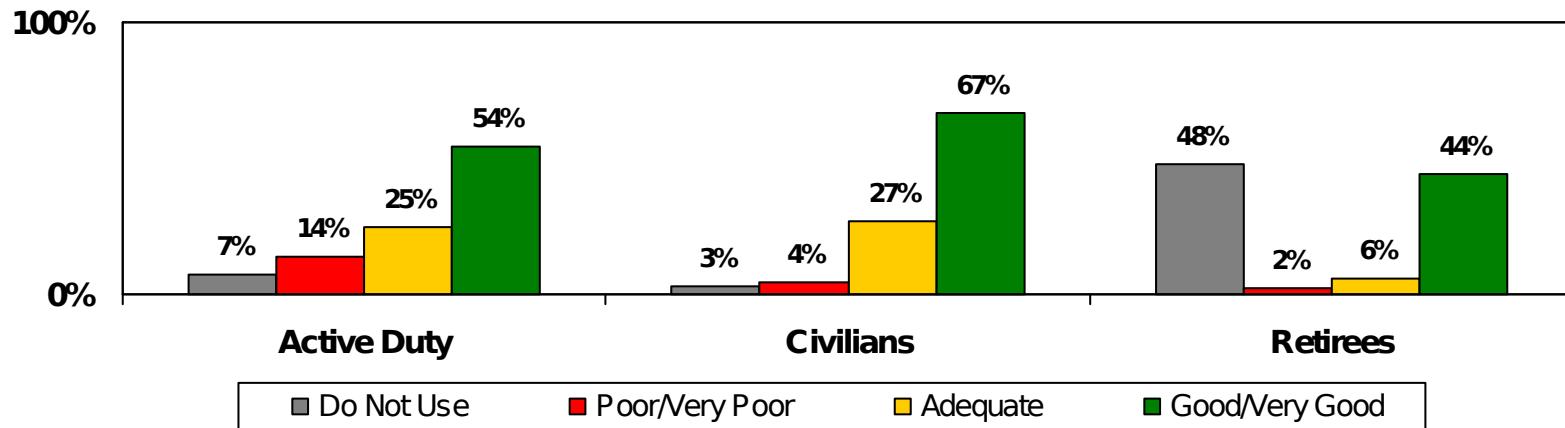
Car Wash	3.00
Outdoor Recreation Center	3.76
Post Picnic Area	3.95
Arts & Crafts Center	4.04
Automotive Skills	4.10

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

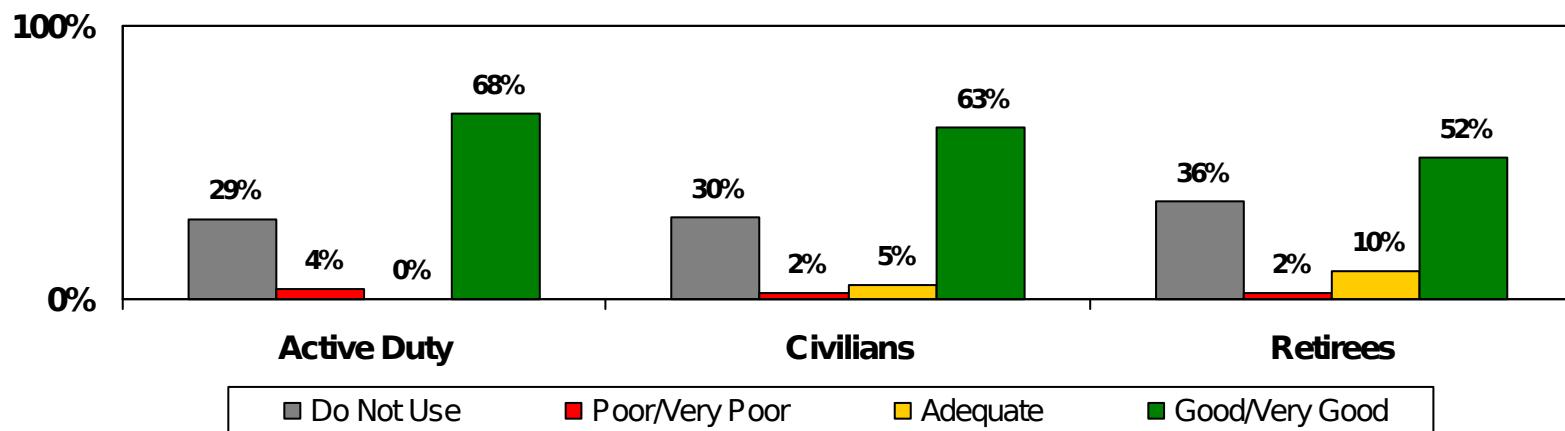
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



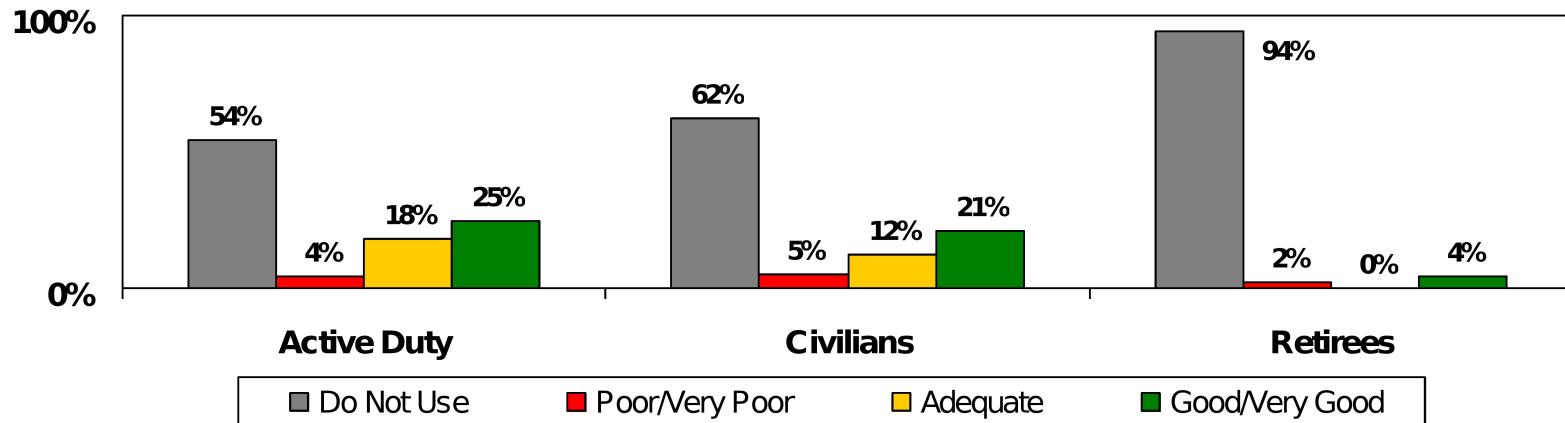
## Quality of Off-Post Services



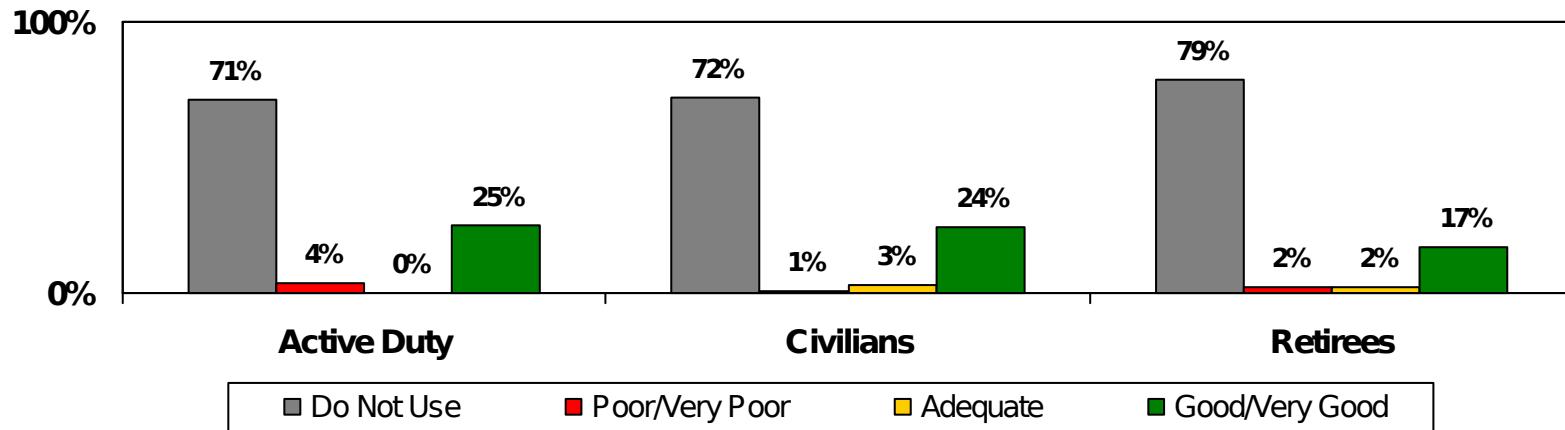
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Yuma Proving Ground

## Quality of On-Post Services



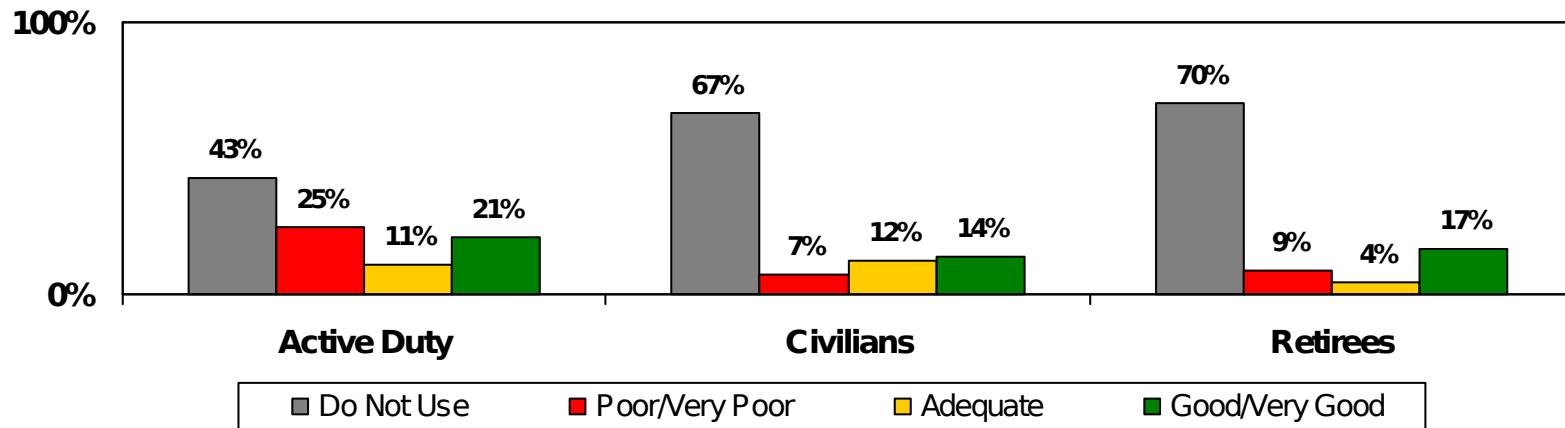
## Quality of Off-Post Services



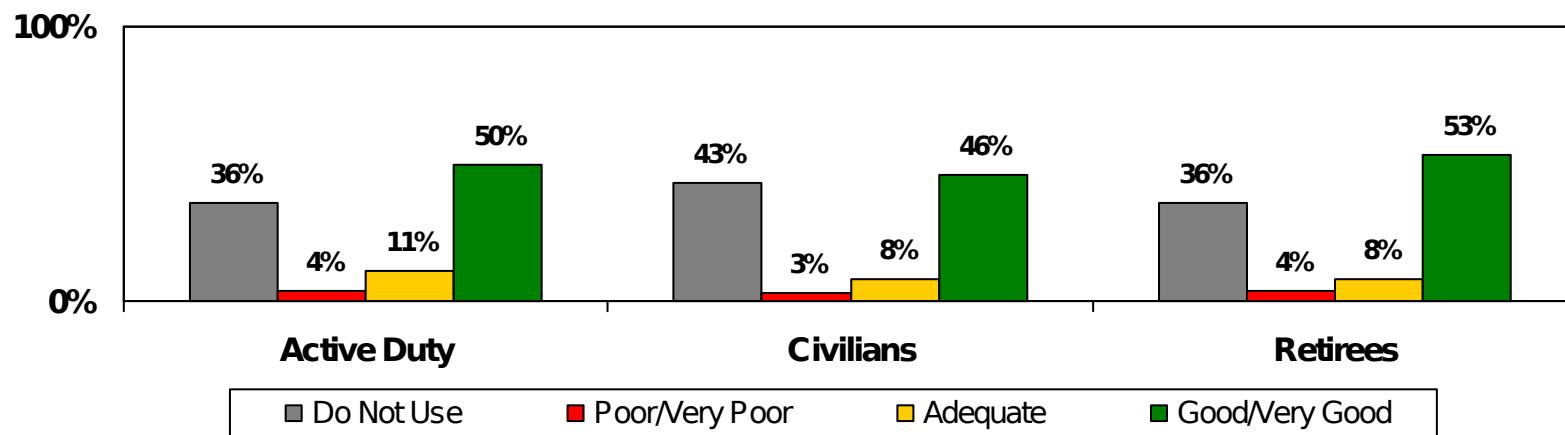
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Yuma Proving Ground

## Quality of On-Post Services

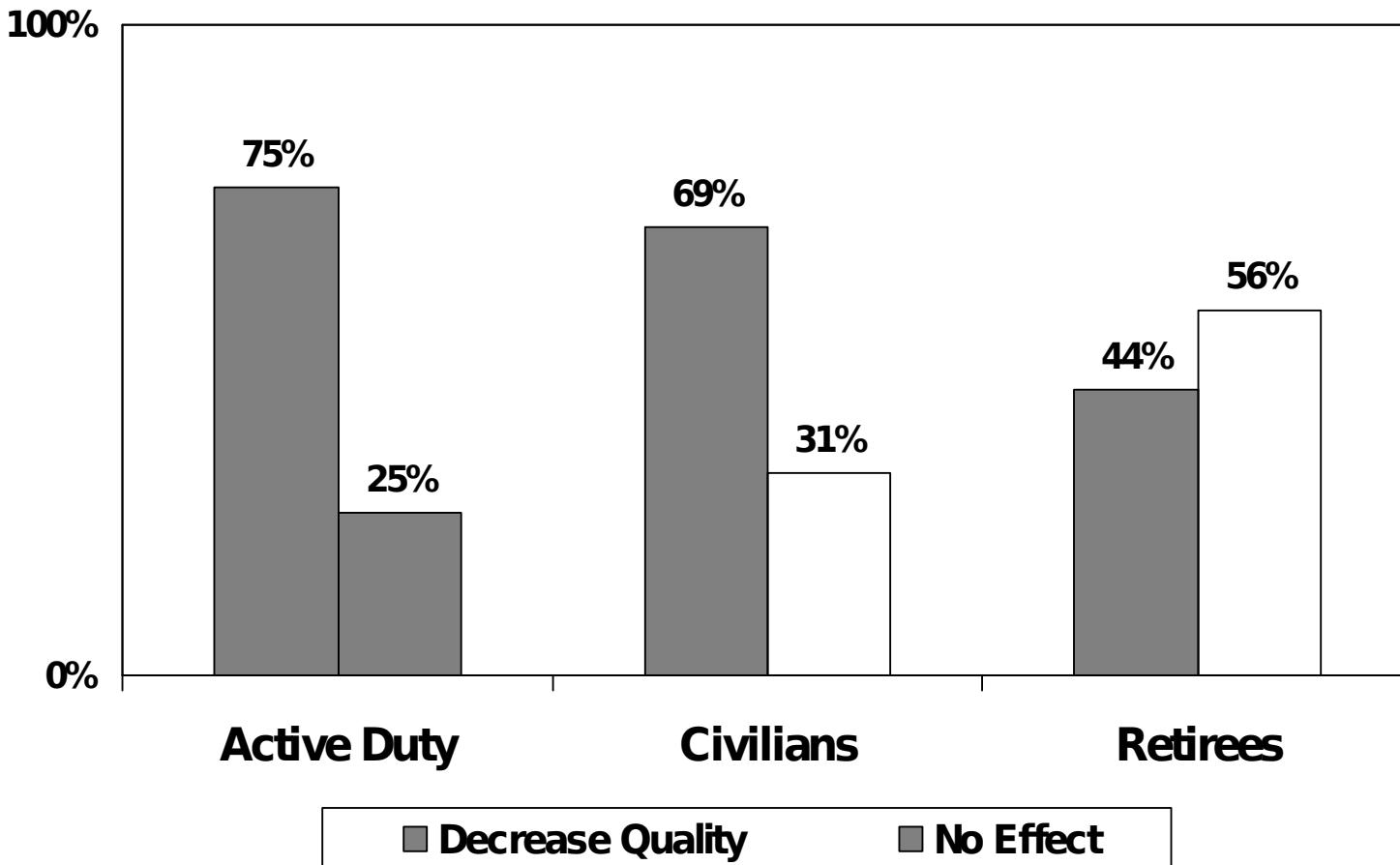


## Quality of Off-Post Services



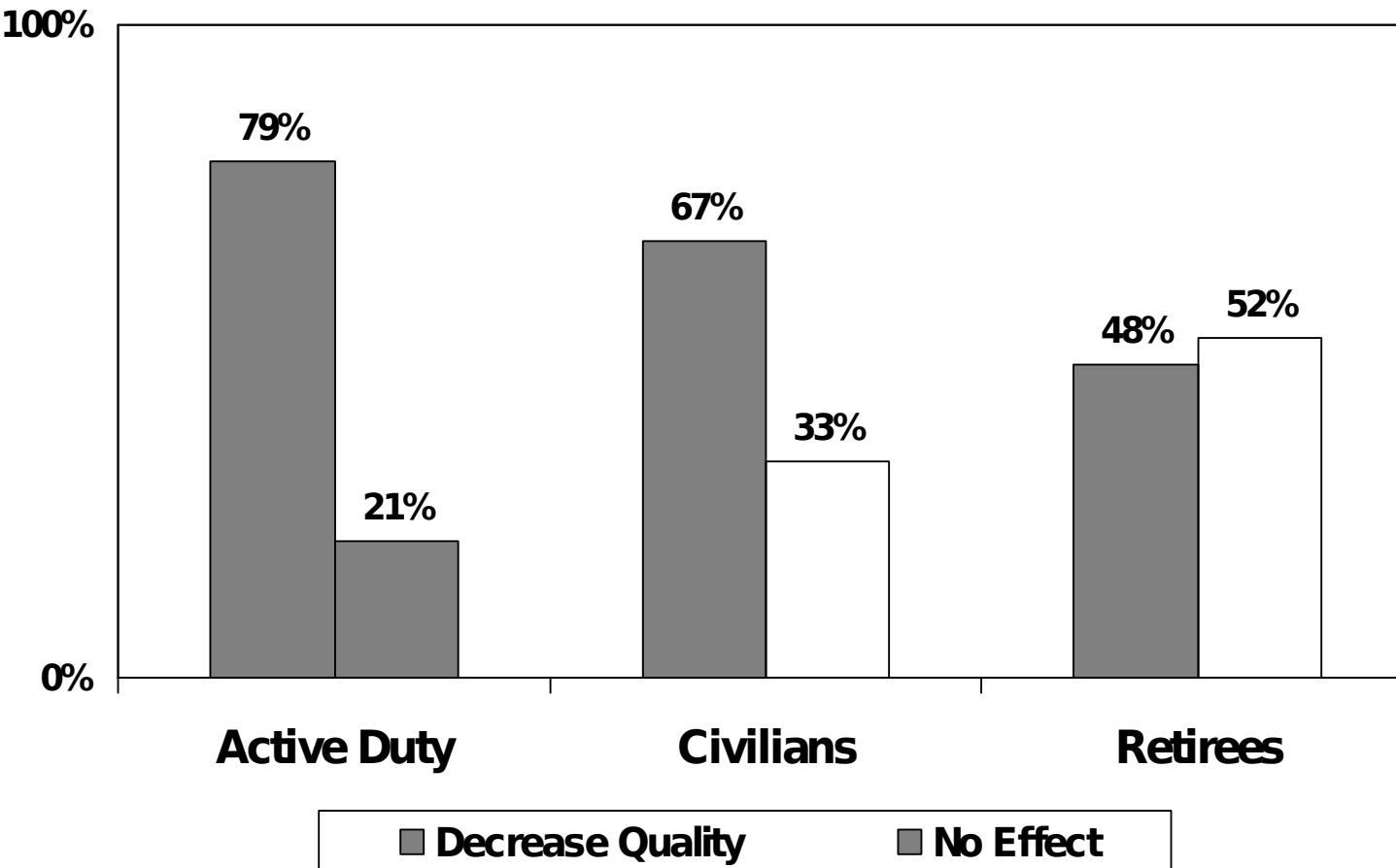
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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## Top 7 Activities/Programs

Fitness Center/Gymnasium	70%
Child Development Center	61%
Army Lodging	59%
Swimming Pool	57%
Youth Center	56%
Library	53%
Bowling Food & Beverage	47%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Golf Course Pro Shop	73%
RV Park	63%
Bowling Pro Shop	58%
Golf Course Food & Beverage	57%
Golf Course	57%
Car Wash	45%
Arts & Crafts Center	44%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	RETIREES	TOTAL
Internet	14%	16%	6%	14%
E-mail	<b>68%</b>	66%	12%	<b>57%</b>
Friends and neighbors	32%	18%	<b>21%</b>	21%
Family Readiness Groups (FRGs)	11%	1%	2%	1%
Bulletin boards on post	<b>46%</b>	29%	13%	28%
Post newspaper	43%	<b>45%</b>	<b>23%</b>	<b>43%</b>
MWR publications	29%	<b>36%</b>	10%	<b>31%</b>
Radio	0%	0%	2%	0%
Television	0%	1%	4%	2%
My child(ren) let(s) me know	11%	4%	0%	4%
Other unit members or co-workers	<b>50%</b>	24%	8%	24%
Unit or post commander or supervisor	18%	5%	2%	5%
Marquees/billboards	18%	16%	4%	14%
Flyers	39%	25%	10%	23%
Other	0%	4%	19%	6%
I never hear anything	7%	3%	<b>33%</b>	6%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	71%
Better Opportunities for Single Soldiers	33%
Army Community Service	54%
MWR Programs and Services	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	50%	50%
Outreach programs	39%	40%	60%
Family Readiness Groups	57%	56%	44%
Relocation Readiness Program	68%	80%	20%
Family Advocacy Program	68%	50%	50%
Crisis intervention	36%	75%	25%
Money management classes, budgeting assistance	64%	43%	57%
Financial counseling, including tax assistance	64%	43%	57%
Consumer information	36%	25%	75%
Employment Readiness Program	50%	40%	60%
Foster child care	25%	25%	75%
Exceptional Family Member Program	39%	60%	40%
Army Family Team Building	36%	50%	50%
Army Family Action Plan	46%	40%	60%

\* Percentage of Active Duty users

# **ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY**

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<b>POSITIVE* ACS IMPACTS</b>	<b>ACTIVE DUTY</b>
Satisfaction with my job	31%
Personal job performance/readiness	31%
Unit cohesion and teamwork	39%
Unit readiness	43%
Relationship with my spouse	46%
Relationship with my children	50%
My family's adjustment to Army life	46%
Family preparedness for deployments	50%
Ability to manage my finances	55%
Feeling that I am part of the military community	46%

\* Positive = moderate, great or very great extent

# **CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY**

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<b>POSITIVE* CYS IMPACTS</b>	<b>ACTIVE DUTY</b>
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%
Helps minimize lost duty/work time due to lack of child care/youth services	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%
Allows me to work outside my home	80%
Allows me to work at home	50%
Offers me an employment opportunity within the CYS program	50%
Allows me/my spouse to better concentrate on my/our job(s)	83%
Provides positive growth and development opportunities for my children	67%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	33%
Personal job performance/readiness	33%
Unit cohesion and teamwork	33%
Unit readiness	33%
Ability to manage my finances	33%
Feeling that I am part of the military community	33%
Relationship with my children (single parents)	0%
My family's adjustment to Army life (single parents)	0%
Family preparedness for deployments (single parents)	0%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	68%
Going to movie theaters	58%
Internet access/applications (home)	54%
Entertaining guests at home	51%
Walking	45%
Cardiovascular equipment	41%
Going to beaches/lakes	36%
Special family events	36%
Weight/strength training	33%
Festivals/events	32%

## Top 5 for Active Duty

Going to movie theaters	67%
Softball	63%
Watching TV, videotapes, and DVDs	60%
Cardiovascular equipment	55%
Weight/strength training	54%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	67%
Going to movie theaters	59%
Internet access/applications (home)	56%
Entertaining guests at home	52%
Walking	43%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	74%
Walking	55%
Internet access/applications (home)	47%
Entertaining guests at home	46%
Going to movie theaters	40%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports	
Softball	24%
Basketball	16%
Volleyball	8%
Touch/flag football	5%
Soccer	4%

Sports and Fitness	
Walking	45%
Cardiovascular equipment	41%
Weight/strength training	33%
Bowling	31%
Running/jogging	20%

Outdoor Recreation	
Going to beaches/lakes	36%
Camping/hiking/backpacking	25%
Bicycle riding/mountain biking	24%
Fishing	22%
Picnicking	20%

Entertainment	
Watching TV, videotapes, and DVDs	68%
Going to movie theaters	58%
Festivals/events	32%
Attending sports events	28%
Live entertainment	27%

Social	
Entertaining guests at home	51%
Special family events	36%
Night clubs/lounges	27%
Dancing	25%
Happy hour/social hour	23%

Special Interests	
Internet access/applications (home)	54%
Automotive detailing/washing	32%
Automotive maintenance & repair	31%
Gardening	31%
Computer games	27%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	27%	N/A	27%
Cardiovascular equipment	25%	16%	41%
Reference/research services	23%	N/A	23%
Weight/strength training	22%	11%	33%
Internet access (library)	21%	N/A	21%
Softball	19%	5%	24%
Multimedia (videos, DVDs, CDs)	19%	N/A	19%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

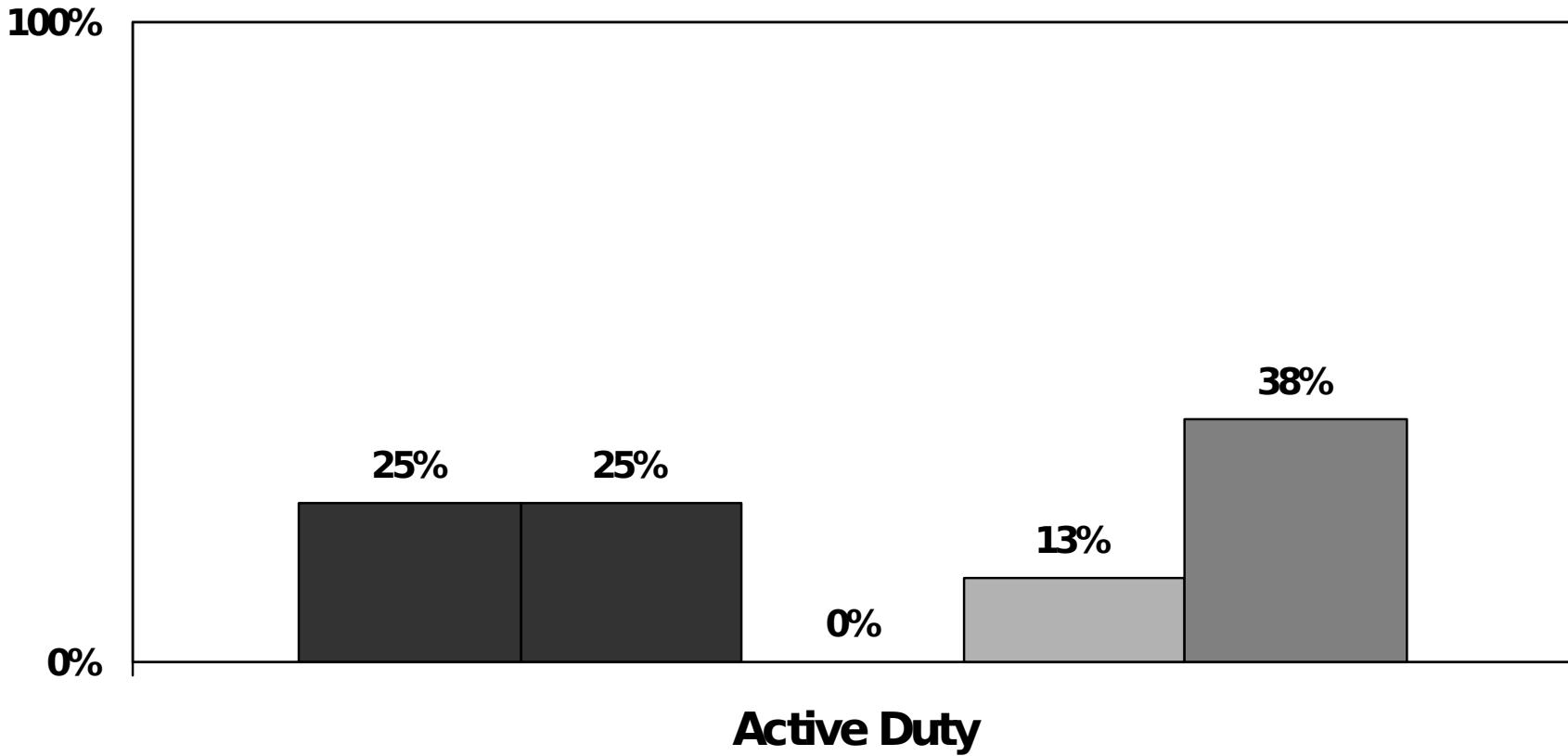
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	5%	45%	54%
Automotive detailing/washing	1%	15%	16%	32%
Automotive maintenance & repair	5%	9%	18%	31%
Gardening	1%	1%	29%	31%
Computer games	1%	3%	22%	27%
Digital photography	0%	6%	20%	26%
Automotive off-road activities	0%	17%	0%	17%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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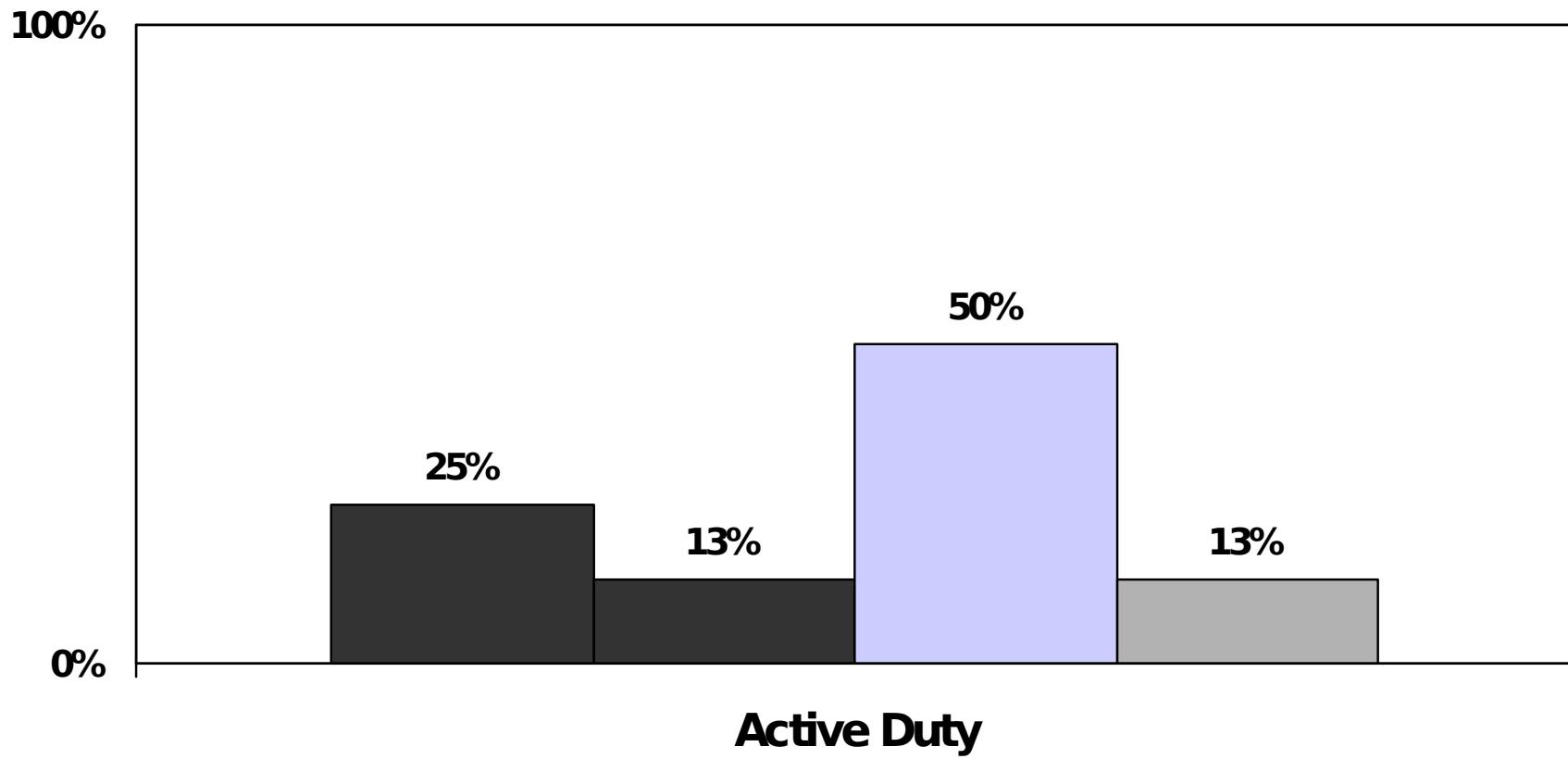


- Not Important ■ Slightly Important □ Moderately Important □ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

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■ Did Not Use ■ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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<b>Current Plans About Making the Military Your Career</b>	<b>ACTIVE DUTY</b>
Definitely will not make military a career	15%
Probably will not make military a career	15%
Undecided	19%
Probably will make military a career	26%
Definitely will make military a career	26%

# NEXT STEPS

## Yuma Proving Ground

### □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)